AMENDMENT TRANSMITTAL LETTER		Docket No. 249768082US

Application No. 10/748,759-Conf. #2699	Filing Date December 30, 2003	Examiner Y. Retta	Art Unit 3622

Applicant(s): Scholl et al.

Invention: METHOD AND SYSTEM FOR GENERATING AND PLACING KEYWORD-TARGETED ADVERTISEMENTS

TO THE COMMISSIONER FOR PATENTS

Transmitted herewith is an amendment in the above-identified application.

The fee has been calculated and is transmitted as shown below.

CLAIMS AS AMENDED

	Claims Remaining After Amendment	Highest Number Previously Paid	Number Extra Claims Present	Rate		
Total Claims	19	- 34 =	0	x	50.00	0.00
Independent Claims	2	- 3 =	0	x	210.00	0.00
Multiple Dependent Claims (check if applicable)			☐			
Other fee (please specify): Notice of Appeal						510.00
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT:						510.00

[x] Large Entity ☐ Small Entity

☐ No additional fee is required for this amendment.

☐ Please charge Deposit Account No. _____ in the amount of $ _____.
A duplicate copy of this sheet is enclosed.

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[x] Payment by EFT Account No. SEA1PIRM.

[x] The Director is hereby authorized to charge and credit Deposit Account No. 50-0665 as described below.

[x] Credit any overpayment.

[x] Charge any additional filing or application processing fees required under 37 CFR 1.16 and 1.17.

Dated: 1/31/08

Maurice J. Pirio
Attorney/Agent Reg. No.: 33,273

PERKINS COIE LLP
P.O. Box 1247
Seattle, Washington 98111-1247
(206) 359-8000

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Scholl et al.

Application No.: 10/748,759   Confirmation No.: 2699

Filed: December 30, 2003   Art Unit: 3622

For: METHOD AND SYSTEM FOR   Examiner: Y. Retta
      GENERATING AND PLACING KEYWORD-
      TARGETED ADVERTISEMENTS

AMENDMENT IN RESPONSE TO FINAL OFFICE ACTION

MS AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

INTRODUCTORY COMMENTS

In response to the Final Office Action dated October 31, 2007, please amend the above-identified U.S. patent application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 6 of this paper.